



LINCOLN UNIVERSITY

BA 313
International Marketing
Fall 2021
Wednesday, 12:30 – 3:15 p.m.
Credit 3 units
Instructor: William Hess
Level: Mastery 2 (M2)

CATALOG COURSE DESCRIPTION

An analysis of international marketing principles and organizations, including design of operations and products to meet consumer preferences in various parts of the world. Included is a study of international forms of business organization in social, economic, and cultural settings, as well as principles of international marketing management. (3 units) *Prerequisite: BA 150 or BA 304*

COURSE OBJECTIVES

The objectives of this course are:

- to understand the many differences among countries that cause marketers to develop specific approaches to each country.
- to learn what those differences are – cultural, religious, political, legal, social, technological.
- to learn how to address those differences in developing marketing strategies and plans.
- to understand business customs in world marketing.

TEXTBOOK

International Marketing; Cateora, Irwin McGraw Hill 17th edition ISBN-13: 978-0077842161, ISBN-10: 9780077842161

In addition to the text used for this course, it may help students to expand their interest and knowledge in the subject by reading material from other publications and texts. Recommended reading includes:

Kiss Bow or Shake Hands Terri Morrison and Wayne A. Conway; McGraw Hill ISBN 978-007-171404-4
Kiss Bow or Shake Hands: Asia Terri Morrison and Wayne A. Conway McGraw, Hill
ISBN 978-1-59869-216-7
The Elements of International English Style; Edmond H. Weiss; M. E. Sharpe publisher

The Wall Street Journal
San Francisco Business Times
Integrated Marketing Communications; Belch & Belch McGraw Hill
Services Marketing, Lovelock; Prentice Hall
A Writer's Reference, St. Martin's Press
The Economist
Marketing Mistakes; Hartley, Wiley
The professor will provide other resource materials

COURSE WORK

Course work will include a study of the textbook, discussions of current events, international marketing papers, and a major project. Reports will be typed.

Thought process and analysis are important components in assignments and projects. Ease of reading and conciseness are important elements in such reports. Late papers will be graded down unless previous arrangements have been made with the instructor.

There will be one exams during the course – a final.

MAJOR PROJECT

There is a major project in the course. The project involves selecting a product or service and a country to study. The student will study the macroenvironment involved in marketing/selling a product produced by a U.S. firm in that country. The project requires the student to write a marketing plan to launch a product in a non-North American country. The student will submit a copy of the Turnitin report on his/her project when it is submitted for a grade.

The product/service and country will be discussed and approved by the instructor.

EVALUATION

Grades will be based on the quality of reports, project, examinations, and classroom participation. Attendance is important. Classroom participation is not possible if you are not in class. Participation is defined as actively adding to a discussion by offering insights or different approaches to marketing problems/solutions that demonstrate a solid working knowledge of the concepts and principles of marketing.

EXPECTATIONS

The textbook does a good job of explaining the basic marketing principles and concepts as well as introducing you to the vocabulary of the business. I will devote class time to discussing these concepts and how they apply to the marketing operations of a company. We will discuss the application of marketing theory to real life situations drawn from my professional experience. I want you to share your own experiences - or if you have limited work experience, to ask questions.

My expectation is that you will prepare yourself for each class session by studying the material assigned, that you will think about the application of what you are studying to the job of a marketing manager, and that you will discuss your thoughts during class.

Grades will be based on:

- Exam 110 points
- Course Discussions 100 points
- Project 120 points
- Assignments 70 points
- Total 400 points

GRADINIG

Grades will be based on points earned in the course.

A 375 – 400 A- 350 – 374 B+ 330 – 349 B 310 – 329 B- 290 – 309 C+ 270 – 289
C 250 – 269 C- 230 – 249 D 210 – 229 F fewer than 209

Instructor

Professor Hess has an extensive background in marketing, sales, and sales management. His experience includes Corporate Marketing Research with Monsanto Company, Market Development in starting a new division for Owens-Corning Fiberglas; Product Manager and Western Region Sales Manager for W.H. Brady Co.. As Sales Manager, Professor Hess managed sales reps in 27 western states.

As Marketing Manager for a \$50 million division of H.S. Crocker Company, Professor Hess also managed a sales force responsible for \$17 million.

In addition to teaching, Professor Hess has his own marketing/sales contracting firm. For help with your course work you can make an appointment by contacting him at Whess@lincolnuca.edu. Or you can contact him at 415/456-9765.